IN THE CLAIMS:

Please amend the claims as follows:

1. (Currently Amended) A method of communicating in a wireless communication system having a plurality of mobiles, the method comprising the step of:

designating marketing and/or advertisement information based on information stored in a database and associated with goods and services provided by entities having an agreement with the wireless communication system; and

transmitting the marketing and/or advertising information.

2. (Original) The method of claim 1 where the step of transmitting marketing and/or advertising information comprises:

determining whether a received identification number is stored in a VLR; and

designating a mobile based on a history of the mobile's identification number stored in a VLR database.

3. (Original) The method of claim 1 where the system designates marketing and/or advertising information for a mobile based on the mobile's current location.

4. (Original) The method of claim 1 where the marketing and/or advertising information is transmitted over a signaling channel of the communication system.

5.(Original) The method of claim 1 where the marketing and/or advertisement information is arranged in a format and transmitted as per a protocol being followed by the communication system.

6. The method of claim 1 where the transmission of the marketing and/or advertising information is postponed until a mobile whose identification number located in an HLR of VLR was use to designate the marketing and/or advertising information is in idle mode.

7. (Original) The method of claim 1 where the transmitted marketing and/or advertisement information is based on information stored in a VLR and one or more databases in communication with the system.

8.(Original) The method of claim 1 where at least one of the mobiles is a cellular phone or a wireless computer.

9. (Currently Amended) A method of communicating in a wireless communication system, the method comprising the steps of:

transmitting an identification number; and

receiving marketing and/or advertising information as designated by the identification number, where the marketing and/or advertising information is associated with goods and services provided by entities having an agreement with the wireless communication system.

10.(Original) The method of claim 9 where the system designates marketing and/or advertising information based for a mobile of the communication system based on the mobile's current location.

11. (Original) The method of claim 9 where the marketing and/or advertising information is arranged in a format and transmitted as per a protocol being followed by the communication system.

12. (Original) The method of claim 9 where the reception of the marketing and/or advertising information is postponed until a mobile whose identification number located in a VLR was used to designated the marketing and/or advertising information is in idle mode.

13. (Original) The method of claim 9 were the transmitted marketing and/or advertising information is based on information stored in a VLR and one or more databases in communication with the system.

14. (Original) The method of claim 9 where the marketing and/or advertising information is transmitted by a cellular phone or a wireless computer.